In the article the author analyzes the main causative links of the migratory flows of the region, reveals the influence of demographic processes on the formation of the labor potential of the Khmelnitsky region. According to statistical data, the analysis of migration processes in the region has been carried out. The focus is on the need to implement measures to overcome the negative phenomena in this area.

Migration processes are caused by various but always very serious reasons (political, economic, religious, etc.). The main purpose of migrants is the desire to have decent earnings to provide for themselves and their families.

In the course of the research the analysis of migratory movements of the population of the Khmelnitsky region was carried out. It was established that for the region the most noticeable was interregional migration, due to which migration migration was completely formed. The main ones are intra-regional migration movements. They are most often due to economic reasons, in particular a significant proportion of them is mainly in the direction of “village – city”.

As the results of the study showed, the unfavorable socioeconomic situation has developed in the region, as the intensity of migration processes serves as an indicator of lowering the standard of living of the population. With a significant reduction in the number of inhabitants of the region, the situation in rural areas, where the intensity of migration is much higher than in the city, remains particularly dangerous.

The author determines the dependence of migratory behavior of the population of the region on the factors of “pushing out”, identifies the priority directions of the regulation of migration processes, implementation of which will contribute to raising the level of remuneration of employees, ensuring educational and professional correspondence between the supply and demand of the labor force and the standard of living of the country's population, which will improve the situation in the migration field.